



ORDER

Orders	Order / Rev:	703206	Alt Order #:	6256869	Product Desc:	OBAMA FOR AMERICA	Estimate:	1519	Flight Dates:	07/31/12 - 08/13/12	Original Date / Rev:	07/27/12 / 07/27/12	Order Type:	Political	Primary AC:	Sales Office:	Sales Region:	NAT	Jlm Quinn	T-PH	NAT	Cash	Broadcast	EOM/EOC	15%	Agency Commission:	New Business Thru:	Order Separation:	00:15:00	Advertiser External ID:	Agency External ID:	Advertiser	Name:	Obama For America	A35+	PL-Presidential	P-1	AGY, GEN, POL	Bill Plan	Start Date	End Date	# Spots	Gross Amount	Net Amount	Month	August 2012	17	\$54,200.00	\$46,070.00	Rating	0.0	Totals	17	\$54,200.00	\$46,070.00	Account Executives	Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %	Jim Quinn	Start Of Order - End Of Order	100%	Order Share	Total	Share	28%	\$54,200.00	Market	100%	\$193,571.43	Competitive Share	Total	Share	0%	\$0.00	WAVS	6%	\$11,614.29	WCWJ	0%	\$0.00	WJXT	30%	\$58,071.43	WJXX	6%	\$11,614.29	WTVE	30%	\$58,071.43
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WTLV-TV

Advertiser: Obama For America
 Product Desc: OBAMA FOR AMERICA
 Estimate: 1519

Order / Rev: 703206
 Alt Order #: 6256869
 Flight Dates: 07/31/12 - 08/13/12

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
O-LATE NEWS															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 07/31/12	08/06/12	MTWTFSS	2	\$1,200.00	0.00								
		Week: 08/07/12	08/13/12	-TWTF--	2	\$1,200.00	0.00								
E 4	WTLV	07/31/12	08/13/12	Olympics Zone	CM	Olympics Zone	MTWTF--	1:00	3	\$2,600.00	P-1	0.00	NM	6	\$15,600.00
O-OLYMPIC O ZONE															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 07/31/12	08/06/12	MTWTF--	3	\$2,600.00	0.00								
		Week: 08/07/12	08/13/12	-TWTF--	3	\$2,600.00	0.00								
E 5	WTLV	07/31/12	08/13/12	Olympics Prime	CM	Olympic Primetime	MTWTFSS	1:00	1	\$9,000.00	P-1	0.00	NM	2	\$18,000.00
O-PRIME															
		Start Date	End Date	Weekdays	Spots/Week	Rate	Rating								
		Week: 07/31/12	08/06/12	-TWTF--	1	\$9,000.00	0.00								
		Week: 08/07/12	08/13/12	-TWTF--	1	\$9,000.00	0.00								
														17	\$54,200.00
														Totals	

Notes

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